

## Message Text

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PAGE 01 OTTAWA 00263 232029Z

41

ACTION EUR-12

INFO OCT-01 ISO-00 EURE-00 PA-01 PRS-01 USIE-00 CIAE-00

INR-07 NSAE-00 RSC-01 SS-15 NSC-05 L-02 H-01 TRSE-00

EB-07 COME-00 OPIC-03 SSO-00 NSCE-00 INRE-00 /056 W

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O 232018Z JAN 75

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC IMMEDIATE 5473

C O N F I D E N T I A L OTTAWA 0263

E.O. 11652: GDS

TAGS: EFIN, CA

SUBJECT: CANADIAN MEASURES FOR CURTAILMENT OF TIME MAGAZINE,  
READERS DIGEST AND TRANS-BORDER TELEVISION TAX EXEMPTIONS

1. MINISTER EXTERNAL AFFAIRS (MACEACHEN) TELEPHONED TO PROVIDE US WITH ADVANCE NOTICE OF AN ANNOUNCEMENT WHICH WILL PROBABLY BE ISSUED TODAY BY SECRETARY OF STATE (CULTURAL AFFAIRS) FAULKNER TO EFFECT CANADIAN GOVERNMENT INTENDS TO INTRODUCE LEGISLATION ENDING TAX EXEMPT STATUS OF ADVERTISING IN TIME, READERS DIGEST AND TV CROSS-BORDER STATION PROGRAMMING. MEASURE AS NOW ENVISAGED BY GOC WOULD TAKE EFFECT JANUARY 1, 1976 REPEAT 1976.

2. MACEACHEN RECALLED THAT THIS PROSPECT OF LEGISLATION WAS MENTIONED BY PRIME MINISTER TRUDEAU DURING RECENT VISIT TO WASHINGTON, AND SINCE THEN SUBJECT HAS BEEN DISCUSSED BY WHITE HOUSE AND PRIME MINISTER'S OFFICE.

3. AS CANADIAN ANNOUNCEMENT IS DUE TODAY, DEPARTMENT MAY WISH TO CONSIDER WHETHER TO INFORM PARTIES INVOLVED. MINISTER SAID THERE WAS SOME POSSIBILITY THAT ANNOUNCEMENT MIGHT COME TOMORROW. HE DID NOT REPEAT NOT REQUEST THAT MATTER BE HELD CONFIDENTIAL.

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PAGE 02 OTTAWA 00263 232029Z

4. WE PLAN REPLY PRESS INQUIRIES BY REFERRING THEM

TO TIME AND READERS DIGEST REPS. DEPT AWARE THAT  
US PUBLISHING ORGANIZATIONS CONCERNED PREFERRED  
NOT TO REQUEST US ASSISTANCE IN MATTER.  
PORTER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** ADVERTISING, TAX LAW, TAX RELIEF  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 23 JAN 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** GolinoFR  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975OTTAWA00263  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** GS  
**Errors:** N/A  
**Film Number:** D750026-0125  
**From:** OTTAWA  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1975/newtext/t19750126/aaaaaxdf.tel  
**Line Count:** 65  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EUR  
**Original Classification:** CONFIDENTIAL  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** CONFIDENTIAL  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** GolinoFR  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 06 MAY 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <06 MAY 2003 by SmithRJ>; APPROVED <07 MAY 2003 by GolinoFR>  
**Review Markings:**

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US Department of State  
EO Systematic Review  
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**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** CANADIAN MEASURES FOR CURTAILMENT OF TIME MAGAZINE, READERS DIGEST AND TRANS-BORDER TELEVISION TAX EXEMPTIONS  
**TAGS:** EFIN, CA, US, TIME MAGAZINE, READERS DIGEST  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006